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TITLE: Internet advertising method using electronic book

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PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
KR 2001103537 A	November 23, 2001	N/A	000	G06F 017/60

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO	APPL-DATE
KR2001103537A	N/A	2000KR-0025174	May 10, 2000

INT-CL (IPC): G06F017/60

ABSTRACTED-PUB-NO: KR2001103537A

BASIC-ABSTRACT:

NOVELTY - An internet advertising method using an electronic book is provided to freely use an electronic book by a consumer who wants to purchase an electronic book by adding an advertisement to an electronic book.

DETAILED DESCRIPTION - A manager who manages an electronic book site receives an advertisement object to be added to an electronic book and an advertisement cost from a sponsor. When the manager receives a literary work to be uploaded to internet, the manager pays a part of the advertisement cost as a royalty and makes the literary work to an electronic book file. The electronic book is packaged with an advertisement object related thereto and stored in an electronic book site server. When a consumer purchases the electronic book stored in the electronic book site server, a purchase cost is offset by an advertisement cost which the sponsor paid so that the consumer use the electronic book free.

CHOSEN-DRAWING: Dwg.0/0

TITLE-TERMS: ADVERTISE METHOD ELECTRONIC BOOK

DERWENT-CLASS: T01

EPI-CODES: T01-J05A;